

MGT603 - Strategic Management

Quiz # 03

MEGA FILE

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Solved By Muhammad Afaaq

Start Date Jun 21, 2011 12:00 AM

End Date Jun 23, 2011 11:59 PM

Total Marks 15

Asslam O Alikum

MGT603 - Strategic Management

Quiz # 03

MEGA FILE

AFAAQ_TARIQ@YAHOO.COM

Solved By Muhammad Afaaq

Start Date Jun 21, 2011 12:00 AM

End Date Jun 23, 2011 11:59 PM

Total Marks 15

Remember Me in Your Prayers

Best regard's

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If u like me than raise your hand with me

If not then raise ur standard

That's about me ... !

Question # 1 of 15 (Start time: 10:34:09 AM) Total Marks: 1

Which category of ratios measures "how effectively a firm can maintain its economic position in the growth of the economy and industry"?

Select correct option:

Liquidity

Leverage

Activity

Growth

Question # 2 of 15 (Start time: 10:34:32 AM) Total Marks: 1

"It gives you a systematic approach for evaluating alternate strategies, and helps you decide which strategy is best suited to your organization." The statement is true for which of the following matrix?

Select correct option:

BCG Matrix

SPACE Matrix

TOWS Matrix

QSPM

Question # 3 of 15 (Start time: 10:35:53 AM) Total Marks: 1

Exclusive access to high grade natural resources is an example of which of the following?

Select correct option:

Strength

Weakness

Opportunity

Threat

Question # 4 of 15 (Start time: 10:36:14 AM) Total Marks: 1

All of the following are the broad categories of External forces EXCEPT:

Select correct option:

Economic forces
Socioeconomic forces
Technological forces
Competitive forces

Question # 5 of 15 (Start time: 10:37:16 AM) Total Marks: 1
What refers to a strategy of seeking ownership of or increased control over a firm's competitors?
Select correct option:

Conglomerate diversification
Backward integration
Horizontal integration
Concentric diversification

Question # 6 of 15 (Start time: 10:37:43 AM) Total Marks: 1
The total weighted score of IFE matrix developed for XYZ corporation is 3.5. Which of the following statement is TRUE about XYZ Corporation in the light of IFE matrix total weighted score?
Select correct option:

Corporation has strong external position
Corporation has weak internal position
Corporation has strong internal position
Corporation has weak external position

Question # 7 of 15 (Start time: 10:38:32 AM) Total Marks: 1
Which of the following factors can predict the stability or non-stability of the environment, the firm is operating in?
Select correct option:

Rate of inflation
Ease of exit from market
Customer loyalty
Financial stability

Question # 8 of 15 (Start time: 10:39:08 AM) Total Marks: 1

A position vector with (-6, +6) coordinates describes which of the following statements regarding SPACE analysis matrix?

Select correct option:

- A financially weak and highly competitively firm
- A financially strong and highly competitively firm
- A financially strong firm but competitively weak**
- A financially as well as competitively weak firm

Question # 9 of 15 (Start time: 10:40:31 AM) Total Marks: 1

Which stage of the "Strategy Formulation Framework" includes an External Factor Evaluation Matrix and a Competitive Profile Matrix?

Select correct option:

- Input stage**
- Output stage
- Matching stage
- Decision stage

Question # 10 of 15 (Start time: 10:40:54 AM) Total Marks: 1

Which of the following is NOT a SPACE Matrix quadrant?

Select correct option:

- Aggressive
- Defensive
- Competitive
- Offensive**

Question # 11 of 15 (Start time: 10:41:28 AM) Total Marks: 1

Which of the following identified that "strategic management encourages forward thinking, favorable attitudes towards change and discipline to the management of business"?

Select correct option:

Greeley

Greenly

Greenley

Greenwich

Question # 12 of 15 (Start time: 10:41:56 AM) Total Marks: 1

What are the four dimensions of a SPACE matrix?

Select correct option:

Environmental stability; Industrial strength; Competitive advantage; Market growth rate

Environmental stability; Industrial strength; Competitive advantage; Financial strength

Industrial strength; Competitive advantage; financial strength; Market share

Environmental stability; Industrial strength; Market growth rate; Market share

Question # 13 of 15 (Start time: 10:42:52 AM) Total Marks: 1

Firm with its SPACE matrix vector in conservative quadrant may peruse all of the following strategies EXCEPT:

Select correct option:

Market penetration

Product development

Market development

Divestiture

Question # 14 of 15 (Start time: 10:44:17 AM) Total Marks: 1

Of the following, which one would NOT be considered one of the components of a mission statement?

Select correct option:

The target market for XYZ is oil and gas producers as well as producers of chemicals

XYZ shall hire only those individuals who have with sufficient educational levels so as to be of benefit to our customers

The customers of XYZ shall include global and local consumers of gas and oil products and domestic users of nontoxic chemicals

The technologies utilized by XYZ shall focus upon development of alternative sources of gas and oil so as to remain competitive within the industry

Question # 15 of 15 (Start time: 10:45:03 AM) Total Marks: 1

Which one of the following strategies is referred as presenting products, often with a little or no modification, to customers in related marketing areas?

Select correct option:

Market development

Market penetration

Horizontal integration

Product development

Question # 1 of 15 (Start time: 10:13:33 AM) Total Marks: 1

Internal strengths and weaknesses that can significantly benefit or harm an organization may include all of the following EXCEPT:

Select correct option:

Production/ operations

Research & development

E-commerce

Management information system

Question # 2 of 15 (Start time: 10:14:24 AM) Total Marks: 1

When the Chief Executive of a chain of pharmacies decided to sell off or close some of the locations that were not profitable, he was performing which of the management function?

Select correct option:

- Leading
- Planning
- Controlling**
- Organizing

Question # 3 of 15 (Start time: 10:15:06 AM) Total Marks: 1

Which term is preferable to be incorporated into written objective statements?

Select correct option:

- Maximize profits
- Minimize loss
- 10% increased production**
- Adequate capacity

Question # 4 of 15 (Start time: 10:15:47 AM) Total Marks: 1

What is the first step in the comprehensive strategic-management model?

Select correct option:

- Performing external audits**
- Developing vision and mission statements**
- Performing internal audits
- Measuring and evaluating performance

Question # 5 of 15 (Start time: 10:16:09 AM) Total Marks: 1

Which of the following statement applies to Vision Statement?

Select correct option:

- Describes the purpose of existence of an organization**
- Identify the customers of the organization
- The key measure or measures of the organization's success

Depict the values of an organization

Question # 6 of 15 (Start time: 10:16:32 AM) Total Marks: 1

Strategy formulation techniques can be integrated into how many stages of decision making framework?

Select correct option:

Two

Three

Four

Five

Question # 7 of 15 (Start time: 10:17:03 AM) Total Marks: 1

Which one of the following area can be the weakness of a firm?

Select correct option:

Changing lifestyle

High oil prices

Ineffective Marketing

Increasing pollution

Question # 8 of 15 (Start time: 10:17:32 AM) Total Marks: 1

Departmentalization can be done on the basis of many factors EXCEPT:

Select correct option:

Functions

Number of employees

Strategic business units

Divisions

Question # 9 of 15 (Start time: 10:17:56 AM) Total Marks: 1

Corporate social policy should be designed and articulated during which phase of strategic management?

Select correct option:

Implementation

Formulation

Evaluation

Management

Question # 10 of 15 (Start time: 10:18:16 AM) Total Marks: 1

The organizations, where resource allocation is not based on strategic-management approach to decision making, which approach is used for resource allocation?

Select correct option:

Financial budget

Relative importance of departments

On political or personal factors

Relative cost of each resources

Question # 11 of 15 (Start time: 10:18:54 AM) Total Marks: 1

All of the following fall under Pricing decisions EXCEPT:

Select correct option:

Discounts

Credit terms

Markups

Dealer relations

Question # 12 of 15 (Start time: 10:19:16 AM) Total Marks: 1

The external environmental trends and events that could significantly harm an organization in the future may be known as:

Select correct option:

Strengths

Weaknesses

Opportunities

Threats

Question # 13 of 15 (Start time: 10:20:20 AM) Total Marks: 1

Various job titles of a strategist may includes all of the following EXCEPT:

Select correct option:

- Owner
- Foreman**
- Chancellor
- Chief executive officer

Question # 14 of 15 (Start time: 10:20:40 AM) Total Marks: 1

Identify the term that is known as a "mean of providing guidance to actions and procedures, including how resources are to be allocated and how tasks assigned to the organization might be accomplished".

Select correct option:

- Aspirations
- Objectives
- Policies**
- Goals

Question # 15 of 15 (Start time: 10:21:14 AM) Total Marks: 1

"The company is growing but is unable to compete effectively, and needs to determine why the firm's current approach is ineffective." According to Grand strategy matrix, this statement is true for a company falling in which quadrant.

Select correct option:

- I
- II**
- III
- IV

Question # 1 of 15 (Start time: 10:59:45 AM) Total Marks: 1

Which strategic management analytical tool has four quadrants based on two dimensions i.e. competitive position and market growth?

Select correct option:

Internal-External Matrix

SPACE Matrix

Grand Strategy Matrix

QSPM

Question # 2 of 15 (Start time: 11:01:16 AM) Total Marks: 1

Defensive strategies include all of the following EXCEPT:

Select correct option:

Retrenchment

Acquisition

Divestiture

Liquidation

Question # 3 of 15 (Start time: 11:01:53 AM) Total Marks: 1

Which of the following statement is TRUE about a Vision statement of a company?

Select correct option:

It concentrates on future

It defines the customers

It identify critical processes

It informs about the desired level of performance

Question # 4 of 15 (Start time: 11:02:16 AM) Total Marks: 1

Which one of the following area can be the weakness of a firm?

Select correct option:

Changing lifestyle

High oil prices

Ineffective Marketing

Increasing pollution

Question # 5 of 15 (Start time: 11:02:39 AM) Total Marks: 1

Following are the examples of actions taken while implementing strategies EXCEPT:

Select correct option:

Altering sales territories

Conducting the SWOT analysis

Developing financial budgets

Establishing cost-control procedures

Question # 6 of 15 (Start time: 11:03:18 AM) Total Marks: 1

Which marketing function includes test marketing?

Select correct option:

Selling products/services

Customer analysis

Product/service planning

Distributing

Question # 7 of 15 (Start time: 11:03:43 AM) Total Marks: 1

When a merger or acquisition is not desired by both the parties of merger, then it is known as:

Select correct option:

Divestiture

Takeover

Outsourcing

Integration

Question # 8 of 15 (Start time: 11:04:22 AM) Total Marks: 1

Strategy formulation stage includes all of the following EXCEPT:

Select correct option:

Vision and mission

Strength and weakness

Opportunities and threats

Annual objectives

Question # 9 of 15 (Start time: 11:04:45 AM) Total Marks: 1

Which strategy should an organization use if it competes in a no-growth or a slow-growth industry?

Select correct option:

Related diversification

Backward integration

Unrelated diversification

Retrenchment

Question # 10 of 15 (Start time: 11:05:32 AM) Total Marks: 1

All of the following are the examples of the actions that can be taken in strategy implementation stage EXCEPT:

Select correct option:

Changing organization's pricing strategy

Developing new employee benefits

Transferring managers among divisions

Taking corrective action when needed

Question # 11 of 15 (Start time: 11:06:01 AM) Total Marks: 1

Which of the following is NOT an advantage of a functional structure?

Select correct option:

Increased capacity for specialization

Centralized decision making and accountability

Excellent Communication and coordination

Quick access to technical expertise

Question # 12 of 15 (Start time: 11:07:27 AM) Total Marks: 1

Which of the following is not a strategy-implementation activity?

Select correct option:

Long term goals and objectives

- Developing strategy supportive culture
- Redirecting marketing efforts
- Developing and utilizing information system

Question # 13 of 15 (Start time: 11:07:49 AM) Total Marks: 1

An organization's division that has a low relative market share position and competes in a slow-growth industry is known as:

Select correct option:

Dog

Question mark

Star

Cash cow

Question # 14 of 15 (Start time: 11:08:36 AM) Total Marks: 1

Investment decisions are also known as:

Select correct option:

Business finance

Capital structure

Capital budgeting

Dividend policy

Question # 15 of 15 (Start time: 11:09:02 AM) Total Marks: 1

All of these are pitfalls an organization should avoid in strategic planning

EXCEPT:

Select correct option:

Using plans as a standard for measuring performance.

Using strategic planning to gain control over decisions and resources

Failing to involve key employees in all phases of planning

Being so formal in planning that flexibility and creativity are stifled

Question # 1 of 15 (Start time: 11:18:49 AM) Total Marks: 1

Which of the following depicts the signs of strength of a company's competitive position?

Select correct option:

A debt-to-asset ratio below 0.50 and higher EPS.

A website with extensive information about the company and its product line.

An annual R&D and advertising expenditures greater than \$10 million.

A strongly differentiated product, a strong or rising market share.

Question # 2 of 15 (Start time: 11:19:26 AM) Total Marks: 1

All of the following would be considered as opportunities for a business, EXCEPT:

Select correct option:

Removal of international trade barriers

Emergence of unfulfilled customer need

Emergence of substitute products

Loosening of regulations

Question # 3 of 15 (Start time: 11:19:53 AM) Total Marks: 1

All of the following are the basic functions of marketing EXCEPT:

Select correct option:

Selling products/services

Product and service planning

Marketing research

Arranging for finance

Question # 4 of 15 (Start time: 11:20:18 AM) Total Marks: 1

What can be the limitation of QSPM?

Select correct option:

Only a few strategies can be evaluated simultaneously.

The cost of doing the analysis is very high.

Intuitive judgments and educated assumption are required.
It requires equal participation of everyone in organization.

Question # 5 of 15 (Start time: 11:20:46 AM) Total Marks: 1
Which of the following are the two internal dimensions represented on the axes of the SPACE Matrix?
Select correct option:

- Environmental stability and industrial strength
- Industrial strength and competitive advantage
- Competitive advantage and financial strength**
- Financial strength and environmental stability

Question # 6 of 15 (Start time: 11:21:12 AM) Total Marks: 1
Which of the following is one of the Political, Governmental & legal factors?
Select correct option:

- Ethical concerns
- Traffic congestion
- Lobbying activities**
- Average level of education

Question # 7 of 15 (Start time: 11:21:38 AM) Total Marks: 1
Retrenchment strategy should be followed by which one of the following firms?
Select correct option:

- Firm with its SPACE matrix vector in defensive quadrant**
- Firm with its SPACE matrix vector in aggressive quadrant
- Firm with its SPACE matrix vector in conservative quadrant
- Firm with its SPACE matrix vector in competitive quadrant

Question # 8 of 15 (Start time: 11:22:17 AM) Total Marks: 1
Departmentalization can be done on the basis of many factors EXCEPT:
Select correct option:

- Functions
- Number of employees**

Strategic business units
Divisions

Question # 9 of 15 (Start time: 11:22:43 AM) Total Marks: 1

Which of the following is NOT a SPACE Matrix quadrant?

Select correct option:

- Aggressive
- Defensive
- Competitive
- Offensive

Question # 10 of 15 (Start time: 11:23:15 AM) Total Marks: 1

Which stage of the "Strategy Formulation Framework" includes an External Factor Evaluation Matrix and a Competitive Profile Matrix?

Select correct option:

- Input stage
- Output stage
- Matching stage
- Decision stage

Question # 11 of 15 (Start time: 11:23:59 AM) Total Marks: 1

An organization's division that has a low relative market share position and competes in a slow-growth industry is known as:

Select correct option:

- Dog
- Question mark
- Star
- Cash cow

Question # 12 of 15 (Start time: 11:24:18 AM) Total Marks: 1

Which of the following factors can predict the stability or non-stability of the environment, the firm is operating in?

Select correct option:

Rate of inflation

Ease of exit from market

Customer loyalty

Financial stability

Question # 13 of 15 (Start time: 11:24:52 AM) Total Marks: 1

As managers move up the organization, they perform which of the management function more?

Select correct option:

Leading

Controlling

Organizing

Planning

Question # 14 of 15 (Start time: 11:25:35 AM) Total Marks: 1

On the x-axis of IE Matrix, an IFE total weighted score of 1.50 depicts what?

Select correct option:

A weak internal position

An average internal position

A strong internal position

A low internal position

Question # 15 of 15 (Start time: 11:26:21 AM) Total Marks: 1

Which one of the following is NOT a basic mission of a competitive intelligence program?

Select correct option:

To provide a general understanding of an industry

To provide a general understanding of a company's competitors

To identify industry executives who could be hired by the firm

To identify potential moves a competitor might make that would endanger a firm

Question # 1 of 15 (Start time: 11:27:53 AM) Total Marks: 1

Ethnic balance is affected due to which of the following?

Select correct option:

Change in ethnic values

Awareness of ethnic norms

Migration of the people towards different areas

Introduction of new laws relating to ethnicity

Question # 2 of 15 (Start time: 11:28:24 AM) Total Marks: 1

Most likely, what was the cash cow in the past?

Select correct option:

Dog

Failure

Question mark

Star

Question # 3 of 15 (Start time: 11:29:55 AM) Total Marks: 1

Effective mission statements don't have one of the following features:

Select correct option:

Generate range of feasible strategic alternatives

Reconcile interests among diverse stakeholders

What does the firm want to become

Provide criteria for selecting strategies

Question # 4 of 15 (Start time: 11:30:23 AM) Total Marks: 1

Which one of the following is NOT a key external force?

Select correct option:

Social responsibility

Ozone reduction

Company management

Energy conservation

Question # 5 of 15 (Start time: 11:30:55 AM) Total Marks: 1

A chance for advancement, progress or profit prevailing in external environment of a company is known as:

Select correct option:

- Strength
- Weakness
- Opportunity
- Threat

Question # 6 of 15 (Start time: 11:31:22 AM) Total Marks: 1

Which one of the following strategies is referred as presenting products, often with a little or no modification, to customers in related marketing areas?

Select correct option:

- Market development
- Market penetration
- Horizontal integration
- Product development

Question # 7 of 15 (Start time: 11:31:46 AM) Total Marks: 1

Which of the following categories of ratios includes return on total assets and return on stockholders' equity as its types?

Select correct option:

- Profitability
- Leverage
- Growth
- Liquidity

Question # 8 of 15 (Start time: 11:32:06 AM) Total Marks: 1

Financial ratios are helpful in analyzing the relationship among which of the following?

Select correct option:

- All assets and liabilities
- Profits and costs
- All functional areas of business

Sales and profitability

Question # 9 of 15 (Start time: 11:32:33 AM) Total Marks: 1

While preparing an External Factor Evaluation matrix, a total score of 0.8 indicates what?

Select correct option:

Firm is taking advantages of strengths and avoiding threats

Firm is not taking advantages of opportunities and is avoiding threats

Firm is not taking advantages of opportunities and is not avoiding threats

Firm is taking advantage of opportunities and is avoiding the threats

Question # 10 of 15 (Start time: 11:32:57 AM) Total Marks: 1

The benefits of horizontal integration include all of the following EXCEPT:

Select correct option:

Cost reduction

Diseconomies of scale

Reduction in competition

Synergy

Question # 11 of 15 (Start time: 11:34:21 AM) Total Marks: 1

ABC firm is facing high production costs in Pakistan due to expensive raw material. The firm is formulating a strategy of capturing European market because of low priced raw material and high demand of their products in Europe. Keeping in view the mentioned situation which of the following strategies ABC firm must pursue?

Select correct option:

WO Strategy

SW Strategy

ST Strategy

WT Strategy

Question # 12 of 15 (Start time: 11:34:54 AM) Total Marks: 1

The organizations, where resource allocation is not based on strategic-management approach to decision making, which approach is used for resource allocation?

Select correct option:

- Financial budget
- Relative importance of departments
- On political or personal factors**
- Relative cost of each resources

Question # 13 of 15 (Start time: 11:41:24 AM) Total Marks: 1

In the SPACE analysis, what does (+6, +3) strategy profile portray?

Select correct option:

- A strong industry with strong financial strength**
- A stable environment with strong financial strength
- A stable environment for highly competitive firm
- A strong industry operating in stable environment

Question # 14 of 15 (Start time: 11:42:07 AM) Total Marks: 1

Which of the following is more concerned with employee and customer well-being than shareholder well-being?

Select correct option:

- Benchmarking
- Reengineering**
- E-engineering
- Restructuring

Question # 15 of 15 (Start time: 11:42:35 AM) Total Marks: 1

Which of the following ties all business functions together and provides the basis for all managerial decisions?

Select correct option:

- Marketing
- Information**
- Technology
- Workforce

Question # 1 of 15 (Start time: 11:44:58 AM) Total Marks: 1

Which one of the following leads to only allowing the other to "win" the conflict?

Select correct option:

High concern for the other party's outcomes

High concern for one's own and other party's outcomes

High concern for one's own outcomes

No concern for either side's outcomes

Question # 2 of 15 (Start time: 11:45:25 AM) Total Marks: 1

Which of the following categories of ratios includes return on total assets and return on stockholders' equity as its types?

Select correct option:

Profitability

Leverage

Growth

Liquidity

Question # 3 of 15 (Start time: 11:46:01 AM) Total Marks: 1

During which stage of strategic management, firm's specific internal strengths and weaknesses are determined?

Select correct option:

Formulation

Implementation

Evaluation

Feedback

Question # 4 of 15 (Start time: 11:46:23 AM) Total Marks: 1

Intuition is based on all of the following factors EXCEPT:

Select correct option:

Past experiences

Judgments

Uncertainties

Feelings

Question # 5 of 15 (Start time: 11:47:04 AM) Total Marks: 1

Which of the following are the five forces that affect the level of competition in an industry?

Select correct option:

Threat of entrants; power of buyers; power of suppliers; threat of substitutes; competitive rivalry

Threat of buyers; power of entry; power of substitutes; threat of suppliers; threat of recession

Threat of recession; power of buyers; power of suppliers; threat of management failure; competitive rivalry

Threat of entry; power of buyers; power of suppliers; threat of substitutes; government action

Question # 6 of 15 (Start time: 11:47:39 AM) Total Marks: 1

In adapting to change an organization must monitor which of the following?

Select correct option:

Ongoing processes

Internal and external events

Timely changes

All of the given options

Question # 7 of 15 (Start time: 11:48:23 AM) Total Marks: 1

Which cell of the SWOT Matrix involves matching internal strengths with external opportunities?

Select correct option:

The WT cell

The SW cell

The ST cell

The SO cell

Question # 8 of 15 (Start time: 11:49:40 AM) Total Marks: 1

Which of the following are two negative-rated dimensions on SPACE Matrix?

Select correct option:

FS and CA

CA and ES

FS and IS

IS and ES

Question # 9 of 15 (Start time: 11:50:16 AM) Total Marks: 1

All of the following are the key questions that can reveal internal strengths and weaknesses in the management department EXCEPT:

Select correct option:

Is the organization's structure appropriate?

Are reward and control mechanisms effective?

Are the organization's products positioned well?

Does the firm use strategic management concepts?

Question # 10 of 15 (Start time: 11:50:47 AM) Total Marks: 1

Which term is preferable to be incorporated into written objective statements?

Select correct option:

Maximize profits

Minimize loss

10% increased production

Adequate capacity

Question # 11 of 15 (Start time: 11:51:26 AM) Total Marks: 1

Which one of the following is NOT a SMART criterion?

Select correct option:

Measurable

Strategy

Achievable

Relevant

Question # 12 of 15 (Start time: 11:51:53 AM) Total Marks: 1

In Competitive Profile Matrix, the rating 4 indicates what?

Select correct option:

Major weakness

Major strength

Minor strength

Minor weakness

Question # 13 of 15 (Start time: 11:52:32 AM) Total Marks: 1

What refers to a strategy of seeking ownership of or increased control over a firm's competitors?

Select correct option:

Conglomerate diversification

Backward integration

Horizontal integration

Concentric diversification

Question # 14 of 15 (Start time: 11:53:02 AM) Total Marks: 1

Corporate social policy should be designed and articulated during which phase of strategic management?

Select correct option:

Implementation

Formulation

Evaluation

Management

Question # 15 of 15 (Start time: 11:53:41 AM) Total Marks: 1

Which stage of the strategy-formulation framework focuses on generating feasible alternative strategies?

Select correct option:

Input

Output

Decision

Matching

Question # 1 of 15 (Start time: 01:15:54 PM) Total Marks: 1

Which of the following is the first step in developing QSPM?

Select correct option:

Developing a list of the firm's key external and internal factors.

Determining the Attractiveness Scores for each strategy.

Examine the Stage 2 matrices and identify alternative strategies.

Assigning weights to each key external and internal factor.

Question # 2 of 15 (Start time: 01:16:54 PM) Total Marks: 1

When a merger or acquisition is not desired by both the parties of merger, then it is known as:

Select correct option:

Divestiture

Takeover

Outsourcing

Integration

Question # 3 of 15 (Start time: 01:17:42 PM) Total Marks: 1

Which of the following best describes this statement; "a Systematic and ethical process for gathering and analyzing information about the competition's activities and general business trends to further a business' own goals"?

Select correct option:

External assessment

Industry analysis

Competitive intelligence program

Business ethics

Question # 4 of 15 (Start time: 01:18:29 PM) Total Marks: 1

Which of the following is not a strategy-implementation activity?
Select correct option:

- Long term goals and objectives**
- Developing strategy supportive culture
- Redirecting marketing efforts
- Developing and utilizing information system

Question # 5 of 15 (Start time: 01:19:02 PM) Total Marks: 1

Which one of the following is NOT a SMART criterion?

Select correct option:

- Measurable
- Strategy**
- Achievable
- Relevant

Question # 6 of 15 (Start time: 01:19:30 PM) Total Marks: 1

All of the following are the types of Profitability ratios EXCEPT:

Select correct option:

- Net profit margin
- Inventory turnover**
- Return on total assets
- Earnings per share

Question # 7 of 15 (Start time: 01:19:58 PM) Total Marks: 1

Which of the following is a way on the basis of which divisional structure can NOT be organized?

Select correct option:

- By geographic area
- By product or service
- By customer
- By technology**

Question # 8 of 15 (Start time: 01:21:07 PM) Total Marks: 1

Majority of the businesses follow which of the following organizational structure?

Select correct option:

Strategic business unit

Functional structure

Divisional structure

Matrix structure

Question # 9 of 15 (Start time: 01:21:40 PM) Total Marks: 1

All of the following fall under the category of "Process" function of production management EXCEPT:

Select correct option:

Choice of technology

Quality assurance

Process flow analysis

Transportation analysis

Question # 10 of 15 (Start time: 01:22:09 PM) Total Marks: 1

In order to avoid the emergence of substitute products, AF & Z Corporation has obtained an access and control over the scarce natural resources necessary to produce their products. Thus, which of the following strategies is being practiced by AF & Z Corporation?

Select correct option:

SO Strategy

WO Strategy

SW Strategy

ST Strategy

Question # 11 of 15 (Start time: 01:23:05 PM) Total Marks: 1

Which of the following can be best described as short-term in nature?

Select correct option:

Mission statements

Annual objectives

Strategies

Vision statement

Question # 12 of 15 (Start time: 01:23:53 PM) Total Marks: 1

Test marketing is commonly applied by which of the following companies?

Select correct option:

Industrial goods companies

Consumer goods companies

Public sector companies

Private sector companies

Question # 13 of 15 (Start time: 01:24:32 PM) Total Marks: 1

Which of the following identified that "strategic management encourages forward thinking, favorable attitudes towards change and discipline to the management of business"?

Select correct option:

Greeley

Greenly

Greenley

Greenwich

Question # 14 of 15 (Start time: 01:25:17 PM) Total Marks: 1

The XYZ Organization has a statement that describes the needs for which the organization was created to fill and answers the basic question of why the organization exists. XYZ is most likely to have any one of the following?

Select correct option:

Strategy

Vision statement

Mission statement

Functional tactics

Question # 15 of 15 (Start time: 01:25:55 PM) Total Marks: 1

Which of the following directs at developing new products before competitors do at improving product quality or at improving manufacturing processes to reduce costs?

Select correct option:

- Marketing
- Opportunity analysis
- Research and development**
- Management

Question # 1 of 15 (Start time: 01:29:25 PM) Total Marks: 1

All of the following are the types of Profitability ratios EXCEPT:

Select correct option:

- Net profit margin
- Inventory turnover**
- Return on total assets
- Earnings per share

Question # 2 of 15 (Start time: 01:30:05 PM) Total Marks: 1

Assigning rating 3 to an internal factor in IFE matrix indicates what?

Select correct option:

- Major weakness
- Minor weakness
- Minor strength**
- Major strength

Question # 3 of 15 (Start time: 01:31:09 PM) Total Marks: 1

All of the following strategies are recommended to be pursued by Question

Mark divisions EXCEPT:

Select correct option:

- Market penetration
- Market development
- Horizontal integration**
- Product development

Question # 4 of 15 (Start time: 01:32:22 PM) Total Marks: 1

Intuition is based on all of the following factors EXCEPT:

Select correct option:

Past experiences

Judgments

Uncertainties

Feelings

Question # 5 of 15 (Start time: 01:33:01 PM) Total Marks: 1

All of the following are the key opportunities or threats in external environment because of Political, Govt. & Legal force EXCEPT:

Select correct option:

Tax rates

Trust in government

Pak-India relationships

Patent laws

Question # 6 of 15 (Start time: 01:33:46 PM) Total Marks: 1

Restructuring is also known as:

Select correct option:

Up-sizing

Delayering

Diversifying

Integrating

Question # 7 of 15 (Start time: 01:34:39 PM) Total Marks: 1

Developing a vision and a mission statement is important because of the following reasons EXCEPT:

Select correct option:

They are useful for large firms only

They establish organizational culture

They are the basis for allocating resources

They translate objectives into work structure

Question # 8 of 15 (Start time: 01:35:40 PM) Total Marks: 1

Which of the following refers to determining the best capital structure for the company?

Select correct option:

Restructuring decisions

Financing decisions

Strategic decision

Investment decision

Question # 9 of 15 (Start time: 01:36:38 PM) Total Marks: 1

Which of the following are the guidelines of decision making?

Select correct option:

Laws

Rules

Policies

Goals

Question # 10 of 15 (Start time: 01:37:18 PM) Total Marks: 1

Which of these basic questions a vision statement answers?

Select correct option:

What is our business?

Who are our employees?

What do we want to become?

Who are our competitors?

Question # 11 of 15 (Start time: 01:38:10 PM) Total Marks: 1

Backward integration is effective in all of the following situations EXCEPT:

Select correct option:

When an organization competes in an industry that is growing rapidly

When an organization needs to acquire a needed resource quickly

When the advantage of stable prices are not important

When present suppliers have high profit margins

Question # 12 of 15 (Start time: 01:39:06 PM) Total Marks: 1

Identify the stages of strategic management process in a precise sequence.

Select correct option:

Strategy evaluation, strategy formulation & strategy implementation

Strategy evaluation, strategy implementation & strategy formulation

Strategy formulation, strategy implementation & strategy evaluation

Strategy implementation, strategy evaluation & strategy formulation

Question # 13 of 15 (Start time: 01:39:58 PM) Total Marks: 1

Which of the following immediately precedes the decision regarding organizational structure?

Select correct option:

External environment analysis

Internal environment analysis

Strategy formulation

Mission statement formulation

Question # 14 of 15 (Start time: 01:40:26 PM) Total Marks: 1

Which analytical tool consists of a nine-cell matrix?

Select correct option:

Competitive Profile Matrix

SPACE Matrix

Grand Strategy Matrix

Internal-External Matrix

Question # 15 of 15 (Start time: 01:41:11 PM) Total Marks: 1

All of the following are functional support roles of Management Information System EXCEPT:

Select correct option:

Recording and storing accounting records

Recording and storing inventory data
Recording and storing business intelligence data
The enhanced ability to explore "what if"

Question # 1 of 15 (Start time: 01:45:58 PM) Total Marks: 1
All of the following are the steps for the development of IE matrix EXCEPT:
Select correct option:

Plot IFE total weighted scores on the x-axis
Plot EFE total weighted scores on the y axis
Determine the region into which the division falls
Determine the quadrant where position vector lies

Question # 2 of 15 (Start time: 01:46:37 PM) Total Marks: 1
Rehman industries is analyzing the technological forces for the firm which may provide it opportunities and threats for which of the following stage/s of strategic management process?
Select correct option:

Strategy formulation
Strategy implementation
Strategy evaluation
All of the given options

Question # 3 of 15 (Start time: 01:47:16 PM) Total Marks: 1
External assessment is performed in which of the strategic management phase?
Select correct option:

Strategy formulation stage
Strategy implementation stage
Strategy evaluation stage
All of the given options

Question # 4 of 15 (Start time: 01:47:45 PM) Total Marks: 1

According to Freund, Which one of the following should NOT be the characteristics of key external factors?

Select correct option:

Measurable

Relatively few in number

Applicable to all competing firms

Important to achieve long-term objectives

Question # 5 of 15 (Start time: 01:48:38 PM) Total Marks: 1

Which of the following statement applies to Vision Statement?

Select correct option:

Describes the purpose of existence of an organization

Identify the customers of the organization

The key measure or measures of the organization's success

Depict the values of an organization

Question # 6 of 15 (Start time: 01:49:42 PM) Total Marks: 1

Which one variable falls under the category of the Social, Cultural, Demographic, and Environmental Variable?

Select correct option:

Propensity of people to spend

Buying habits

Level of disposable income

Income differences by region

Question # 7 of 15 (Start time: 01:50:25 PM) Total Marks: 1

All of the following strategies are recommended to be perused by Question Mark divisions EXCEPT:

Select correct option:

Market penetration

Market development

Horizontal integration

Product development

Question # 9 of 15 (Start time: 01:52:52 PM) Total Marks: 1

Which of the following statement is referred to 'Price fluctuation'?

Select correct option:

Decrease in prices

Increase in prices

Fluctuation in the prices of a particular commodity

Fluctuation in general price level

Question # 10 of 15 (Start time: 01:53:48 PM) Total Marks: 1

Which of the following can reveal the demographic characteristics of an organization's customers?

Select correct option:

Customer profiling

Test marketing

Market development

The vision statement

Question # 11 of 15 (Start time: 01:54:32 PM) Total Marks: 1

Developing a vision and a mission statement is important because of the following reasons EXCEPT:

Select correct option:

They are useful for large firms only

They establish organizational culture

They are the basis for allocating resources

They translate objectives into work structure

Question # 12 of 15 (Start time: 01:56:24 PM) Total Marks: 1

The SMART goal criteria 'Relevant' suggests which one of the following?

Select correct option:

Are you able to assess your progress?

Do you know exactly what you want to accomplish?
Is your goal relevant towards your purpose in life?
What is the deadline for completing your goal?

Question # 13 of 15 (Start time: 01:57:15 PM) Total Marks: 1

Swan Shoes is a company that specializes in manufacturing stylish shoes. Its managers are trying to answer such questions as: What is the current situation of the company? Swan Shoes is most likely to conduct which one of the following?

Select correct option:

- WS analysis
- TOWS analysis
- WT analysis
- OS analysis

Question # 14 of 15 (Start time: 01:58:04 PM) Total Marks: 1

Exclusive access to high grade natural resources is an example of which of the following?

Select correct option:

- Strength
- Weakness
- Opportunity
- Threat

Question # 15 of 15 (Start time: 01:58:46 PM) Total Marks: 1

Which of the following is an example of a narrow mission?

Select correct option:

- We sell packaged pineapples
- The firm deals in beverages
- Stationery is our product
- Company manufactures food items

Question # 1 of 15 (Start time: 02:05:25 PM) Total Marks: 1

Which statement is CORRECT about strategic-management process?

Select correct option:

It occurs once a year

It is a continuous process

It applies mostly to large business

It applies mostly to small businesses

Question # 2 of 15 (Start time: 02:06:17 PM) Total Marks: 1

Which of the following are Porter's generic strategies?

Select correct option:

Low price, differentiation, focus

Cost leadership, differentiation, focus

Price leadership, differentiation, focus

Low cost, differentiation, focus differentiation

Question # 3 of 15 (Start time: 02:07:14 PM) Total Marks: 1

Which of the following is NOT an advantage of a functional structure?

Select correct option:

Increased capacity for specialization

Centralized decision making and accountability

Excellent Communication and coordination

Quick access to technical expertise

Question # 4 of 15 (Start time: 02:08:08 PM) Total Marks: 1

In BCG matrix, the size of circle corresponding to a division represents what?

Select correct option:

Relative market share of that division

Financial strength of that division

Revenue generated by that division

Relative market share of the division

Question # 5 of 15 (Start time: 02:09:12 PM) Total Marks: 1

Which of the following are the guidelines of decision making?
Select correct option:

- Laws
- Rules
- Policies
- Goals

Question # 6 of 15 (Start time: 02:10:04 PM) Total Marks: 1
All of these are pitfalls an organization should avoid in strategic planning EXCEPT:
Select correct option:

- Using plans as a standard for measuring performance.
- Using strategic planning to gain control over decisions and resources
- Failing to involve key employees in all phases of planning
- Being so formal in planning that flexibility and creativity are stifled

Question # 7 of 15 (Start time: 02:11:02 PM) Total Marks: 1
Which approach for managing and resolving conflict involves physical separating the conflicting individuals?
Select correct option:

- Avoidance
- Compliance
- Diffusion
- Confrontation

Question # 8 of 15 (Start time: 02:11:49 PM) Total Marks: 1
Which of the following are the two internal dimensions represented on the axes of the SPACE Matrix?
Select correct option:

- Environmental stability and industrial strength
- Industrial strength and competitive advantage
- Competitive advantage and financial strength
- Financial strength and environmental stability

Question # 9 of 15 (Start time: 02:12:58 PM) Total Marks: 1

Which of the following categories of ratios includes return on total assets and return on stockholders' equity as its types?

Select correct option:

Profitability

Leverage

Growth

Liquidity

Question # 10 of 15 (Start time: 02:13:40 PM) Total Marks: 1

Financial ratios are helpful in analyzing the relationship among which of the following?

Select correct option:

All assets and liabilities

Profits and costs

All functional areas of business

Sales and profitability

Question # 11 of 15 (Start time: 02:14:28 PM) Total Marks: 1

Which of the following is best identified as being an adaptation of the divisional structure?

Select correct option:

Vertical Integration

Strategic business units

Joint venture

None of the given options

Question # 12 of 15 (Start time: 02:15:23 PM) Total Marks: 1

Product development involves going in the direction of which one of the following?

Select correct option:

Present products to present markets

Present products to new markets
New products to present markets
New products to new markets

Question # 13 of 15 (Start time: 02:16:08 PM) Total Marks: 1
The XYZ Organization has a statement that describes the needs for which the organization was created to fill and answers the basic question of why the organization exists. XYZ is most likely to have any one of the following?
Select correct option:

Strategy
Vision statement
Mission statement
Functional tactics

Question # 14 of 15 (Start time: 02:16:59 PM) Total Marks: 1
On the y-axis of IE Matrix, an EFE total weighted score of 3.97 is considered what?
Select correct option:

Low
Medium
High
Weak

Question # 15 of 15 (Start time: 02:17:58 PM) Total Marks: 1
The IE Matrix consists of how many cells?
Select correct option:

Seven
Eight
Nine
Ten

Question # 1 of 15 (Start time: 02:22:39 PM) Total Marks: 1

'Harvest or divest' is one of the major regions of which of the following?
Select correct option:

- Competitive Profile Matrix
- Internal-External Matrix**
- SPACE Matrix
- Grand Strategy Matrix

Question # 2 of 15 (Start time: 02:23:53 PM) Total Marks: 1
Firm located in aggressive quadrant of a SPACE matrix is recommended to practice any of the following strategies EXCEPT:
Select correct option:

- Market penetration
- Liquidation
- Forward integration**
- Concentric diversification

Question # 3 of 15 (Start time: 02:25:14 PM) Total Marks: 1
In Grand strategy matrix what will be the appropriate quadrant for the Ahmad textiles if it is operating in slow growing market and holds weak competitive position?
Select correct option:

- Quadrant I
- Quadrant II
- Quadrant III**
- Quadrant IV

Question # 4 of 15 (Start time: 02:25:46 PM) Total Marks: 1
Which of the following identified that "strategic management encourages forward thinking, favorable attitudes towards change and discipline to the management of business"?
Select correct option:

- Greeley
- Greenly

Greenley

Greenwich

Question # 5 of 15 (Start time: 02:26:15 PM) Total Marks: 1

Which of these is the allocation and reallocation of capital and resources to projects, products, assets and divisions of an organization?

Select correct option:

Investment decision

Financing decisions

Restructuring decisions

Strategic decision

Question # 6 of 15 (Start time: 02:26:42 PM) Total Marks: 1

Which category of ratios measures a firm's ability to meet maturing short-term obligations?

Select correct option:

Profitability

Leverage

Liquidity

Activity

Question # 7 of 15 (Start time: 02:27:11 PM) Total Marks: 1

Strategies that are designed to appeal customers with a special sensitivity for a particular product attribute are dependent on which of the following?

Select correct option:

Differentiation strategy

Focus strategy

Niche strategy

Low cost strategy

Question # 8 of 15 (Start time: 02:27:39 PM) Total Marks: 1

The strategy embraced by Ahmad Bros. is to address the needs of a very selected and specialized market segment. That is most likely to engage in which one of the following types of strategy?

Select correct option:

Differentiation strategy

Generic strategy

Focus strategy

Low cost strategy

Question # 9 of 15 (Start time: 02:28:00 PM) Total Marks: 1

Which of the following is not a pitfall an organization should avoid in strategic planning?

Select correct option:

Failing to involve key employees in all phases of planning

Involving all managers rather than delegating planning to a planner

Top managers not actively supporting the strategic planning process

Doing strategic planning only to satisfy accreditation or regulatory requirements

Question # 10 of 15 (Start time: 02:28:46 PM) Total Marks: 1

Firms located in which quadrant of the Grand Strategy Matrix are in an excellent strategic position?

Select correct option:

I

II

III

IV

Question # 11 of 15 (Start time: 02:29:09 PM) Total Marks: 1

Which of the following are Porter's generic strategies?

Select correct option:

Low price, differentiation, focus

Cost leadership, differentiation, focus

Price leadership, differentiation, focus

Low cost, differentiation, focus differentiation

Question # 12 of 15 (Start time: 02:29:30 PM) Total Marks: 1

The IE Matrix consists of how many cells?

Select correct option:

- Seven
- Eight
- Nine
- Ten

Question # 13 of 15 (Start time: 02:29:52 PM) Total Marks: 1

Which of the followings best describes the Horizontal integration?

Select correct option:

- A firm takes over a supplier
- A firm takes over a distributor
- A firm takes over a competitor
- A firm takes over a manufacturer

Question # 14 of 15 (Start time: 02:30:18 PM) Total Marks: 1

Where usage rate of present customers of the company can be increased significantly and the current markets are not saturated, which strategy would be effective for the company to follow?

Select correct option:

- Market Penetration
- Product Development
- Market Development
- Retrenchment

Question # 15 of 15 (Start time: 02:30:42 PM) Total Marks: 1

Matching stage of the strategy formulation framework comprises of formulating which of the following set of strategies?

Select correct option:

- BCG, SPACE and QSPM Matrix
- BCG, SPACE and TOWS Matrix
- SPACE, TOWS and IFE Matrix
- BCG, SPACE and EFE Matrix

Question # 1 of 15 (Start time: 02:33:20 PM) Total Marks: 1

Which of the following period strategic management was considered to be cure for all problems?

Select correct option:

Mid 1950s to mid 1960s

Mid 1960s to mid 1970s

Mid 1970s to mid 1980s

Mid 1980s to mid 1990s

Question # 2 of 15 (Start time: 02:33:41 PM) Total Marks: 1

Which matrices are also known as Portfolio matrices?

Select correct option:

SPACE and BCG matrix

IE and BCG matrix

TOWS and IE matrix

SPACE and TOWS matrix

Question # 3 of 15 (Start time: 02:34:29 PM) Total Marks: 1

Which of these is an attractive strategy for a cash cow division?

Select correct option:

Concentric diversification

Horizontal integration

Conglomerate diversification

Backward integration

Question # 4 of 15 (Start time: 02:34:58 PM) Total Marks: 1

The organizations, where resource allocation is not based on strategic-management approach to decision making, which approach is used for resource allocation?

Select correct option:

Financial budget

Relative importance of departments

On political or personal factors

Relative cost of each resources

Question # 5 of 15 (Start time: 02:35:25 PM) Total Marks: 1

Assessment of competitive rivalry does NOT include an understanding of which of the following?

Select correct option:

Mergers and acquisition in industry

Market growth rates

Exit barriers and operational efficiency of competitor

The management structure of an organization

Question # 6 of 15 (Start time: 02:36:01 PM) Total Marks: 1

When a merger or acquisition is not desired by both the parties of merger, then it is known as:

Select correct option:

Divestiture

Takeover

Outsourcing

Integration

Question # 7 of 15 (Start time: 02:36:30 PM) Total Marks: 1

You are asked to prepare the IE Matrix of Roxon Incorporation. Your findings reveal that its Southern division falls in IX cell of IE Matrix. How will you interpret your findings?

Select correct option:

It can be managed best with Harvest or divest strategies

It can be managed best with Grow and Build strategies

It can be managed best with Grow and Maintain strategies

It can be managed best with Hold and Maintain strategies

Question # 8 of 15 (Start time: 02:37:07 PM) Total Marks: 1

Which of the following strategy generally entails large research and development expenditures?

Select correct option:

Market penetration
Retrenchment
Forward integration
Product development

Question # 9 of 15 (Start time: 02:37:51 PM) Total Marks: 1

Financial ratios are helpful in analyzing the relationship among which of the following?

Select correct option:

- All assets and liabilities
- Profits and costs
- All functional areas of business**
- Sales and profitability

Question # 10 of 15 (Start time: 02:38:14 PM) Total Marks: 1

Which of the following statement is TRUE about the establishment of objectives?

Select correct option:

- It is a Top-management activity
- It is a Centralized activity**
- It is a Lower-management activity
- It is a Decentralized activity

Question # 11 of 15 (Start time: 02:39:20 PM) Total Marks: 1

Selling includes all of the following marketing activities EXCEPT:

Select correct option:

- Advertising
- Pricing**
- Sales promotion
- Customer relations

Question # 12 of 15 (Start time: 02:39:50 PM) Total Marks: 1

Identify the term that is known as a "mean of providing guidance to actions and procedures, including how resources are to be allocated and how tasks assigned to the organization might be accomplished".

Select correct option:

Aspirations

Objectives

Policies

Goals

Question # 13 of 15 (Start time: 02:40:18 PM) Total Marks: 1

All of the following fall under Pricing decisions EXCEPT:

Select correct option:

Discounts

Credit terms

Markups

Dealer relations

Question # 14 of 15 (Start time: 02:40:50 PM) Total Marks: 1

Which one of the following is the characteristic of Question marks?

Select correct option:

Excess cash generation

Low cash generation

Opportunities for growth

No-market-growth industry

Question # 15 of 15 (Start time: 02:41:30 PM) Total Marks: 1

Which of the following statement is TRUE about a Vision statement of a company?

Select correct option:

It concentrates on future

It defines the customers

It identify critical processes

It informs about the desired level of performance

Question # 1 of 15 (Start time: 02:44:12 PM) Total Marks: 1

What refers to a strategy of seeking ownership of or increased control over a firm's competitors?

Select correct option:

Conglomerate diversification

Backward integration

Horizontal integration

Concentric diversification

Question # 2 of 15 (Start time: 02:44:47 PM) Total Marks: 1

Which of the following is NOT included in the strategic management model?

Select correct option:

Measure and evaluate performance.

Perform internal research to identify customers.

Establish long-term objectives.

Develop mission and vision statements.

Question # 3 of 15 (Start time: 02:45:15 PM) Total Marks: 1

Which of the following are the five forces that affect the level of competition in an industry?

Select correct option:

Threat of entrants; power of buyers; power of suppliers; threat of substitutes; competitive rivalry

Threat of buyers; power of entry; power of substitutes; threat of suppliers; threat of recession

Threat of recession; power of buyers; power of suppliers; threat of management failure; competitive rivalry

Threat of entry; power of buyers; power of suppliers; threat of substitutes; government action

Question # 4 of 15 (Start time: 02:46:10 PM) Total Marks: 1

Which one of the following is a reason for NOT choosing relative market share in BCG matrix than profits?

Select correct option:

It carries less information than just cash flow

It shows where the brand is positioned against competitors

It indicates where it might be likely to go in the future

It can also show what type of marketing activities

Question # 5 of 15 (Start time: 02:47:27 PM) Total Marks: 1

All of the following are the broad categories of External forces EXCEPT:

Select correct option:

Economic forces

Socioeconomic forces

Technological forces

Competitive forces

Question # 6 of 15 (Start time: 02:47:57 PM) Total Marks: 1

Which one of the following is the organizational structure that most of the medium-size organizations follow?

Select correct option:

Divisional structure

Strategic business unit

Functional structure

Matrix structure

Question # 7 of 15 (Start time: 02:48:20 PM) Total Marks: 1

Which group would be classified as a stakeholder?

Select correct option:

Communities

Banks

Suppliers

All of the given options

Question # 8 of 15 (Start time: 02:48:43 PM) Total Marks: 1

The number of personnel that a supervisor is responsible for is known as:

Select correct option:

Command and control
Organizational structure
Scope of supervision
Span of control

Question # 9 of 15 (Start time: 02:50:14 PM) Total Marks: 1

Which component of a mission statement addresses the firm's distinctive competence or major competitive advantage?

Select correct option:

Technology
Philosophy
Customers
Self-concept

Question # 10 of 15 (Start time: 02:50:38 PM) Total Marks: 1

ABC company is competing in an industry where the growth rate of that industry from year to year has reached or is close to zero, ABC is operating in which industry?

Select correct option:

Growing industry
Emerging industry
Mature industry
Declining industry

Question # 11 of 15 (Start time: 02:51:11 PM) Total Marks: 1

"A Good mission statement identifies the utility of a firm's products to its customers"; which of the following represents this statement?

Select correct option:

Organization's philosophy
Customer orientation
Social policy
Declaration of attitude

Question # 12 of 15 (Start time: 02:51:32 PM) Total Marks: 1

Which of the following is a strategy in which companies create a co-owned business that operates for their mutual benefit?

Select correct option:

Retrenchment

Divestiture

Joint venture

Liquidation

Question # 13 of 15 (Start time: 02:52:45 PM) Total Marks: 1

Which of the following are the guidelines of decision making?

Select correct option:

Laws

Rules

Policies

Goals

Question # 14 of 15 (Start time: 02:53:22 PM) Total Marks: 1

Internal analysis involves gathering and analyzing the information about all areas of a firm EXCEPT:

Select correct option:

Research nad development

Management information system

Marketing

Competitors

Question # 15 of 15 (Start time: 02:53:51 PM) Total Marks: 1

Which category of ratios measures a firm's ability to meet maturing short-term obligations?

Select correct option:

Profitability

Leverage

Liquidity

Activity

Question # 1 of 15 (Start time: 02:57:01 PM) Total Marks: 1

Which of the following refers to determining the best capital structure for the company?

Select correct option:

Restructuring decisions

Financing decisions

Strategic decision

Investment decision

Question # 2 of 15 (Start time: 02:57:27 PM) Total Marks: 1

Which of the following is the first step in the controlling function of management?

Select correct option:

Take corrective actions

Restrict breaks employees take

Evaluate expense reports

Establish performance standards

Question # 3 of 15 (Start time: 02:57:51 PM) Total Marks: 1

Which of the following directs at developing new products before competitors do at improving product quality or at improving manufacturing processes to reduce costs?

Select correct option:

Marketing

Opportunity analysis

Research and development

Management

Question # 4 of 15 (Start time: 02:58:11 PM) Total Marks: 1

Which of the following factors can predict the stability or non-stability of the environment, the firm is operating in?

Select correct option:

Rate of inflation

Ease of exit from market

Customer loyalty

Financial stability

Question # 5 of 15 (Start time: 02:58:40 PM) Total Marks: 1

The strategy embraced by Ahmad Bros. is to address the needs of a very selected and specialized market segment. That is most likely to engage in which one of the following types of strategy?

Select correct option:

Differentiation strategy

Generic strategy

Focus strategy

Low cost strategy

Question # 6 of 15 (Start time: 02:59:12 PM) Total Marks: 1

The analysis of industry's major competitors' strengths may give an insight of which one of these?

Select correct option:

Key threats for the firm

Key opportunities for the firm

Both opportunities and strengths for the firm

None of the given options

Question # 7 of 15 (Start time: 02:59:45 PM) Total Marks: 1

Which of the following is the first step in developing QSPM?

Select correct option:

Developing a list of the firm's key external and internal factors.

Determining the Attractiveness Scores for each strategy.

Examine the Stage 2 matrices and identify alternative strategies.

Assigning weights to each key external and internal factor.

Question # 8 of 15 (Start time: 03:00:17 PM) Total Marks: 1

Which of the following statement is TRUE about the establishment of objectives?

Select correct option:

It is a Top-management activity

It is a Centralized activity

It is a Lower-management activity

It is a Decentralized activity

Question # 9 of 15 (Start time: 03:01:12 PM) Total Marks: 1

Which of the following describes a differentiation strategy?

Select correct option:

Higher quality products or services than competitors

Innovation of products or services greater than competition

Providing different products with competences

Offering unique products that are widely valued by customers

Question # 10 of 15 (Start time: 03:01:52 PM) Total Marks: 1

All of the following are the examples of the actions that can be taken in strategy implementation stage EXCEPT:

Select correct option:

Changing organization's pricing strategy

Developing new employee benefits

Transferring managers among divisions

Taking corrective action when needed

Question # 11 of 15 (Start time: 03:02:22 PM) Total Marks: 1

A planned activity aimed at discovery of new knowledge with the hope of developing new or improved products and services and translation of its findings into a plan or design of new or improved products and services is known as:

Select correct option:

Marketing

Research and development

Production

Management information system

Question # 12 of 15 (Start time: 03:02:43 PM) Total Marks: 1

Which matrix is included in the decision stage of the strategy formulation framework?

Select correct option:

IE Matrix

QSPM Matrix

BCG Matrix

SPACE Matrix

Question # 13 of 15 (Start time: 03:03:06 PM) Total Marks: 1

Backward integration is effective in all of the following situations EXCEPT:

Select correct option:

When an organization competes in an industry that is growing rapidly

When an organization needs to acquire a needed resource quickly

When the advantage of stable prices are not important

When present suppliers have high profit margins

Question # 14 of 15 (Start time: 03:03:40 PM) Total Marks: 1

As managers move up the organization, they perform which of the management function more?

Select correct option:

Leading

Controlling

Organizing

Planning

Question # 15 of 15 (Start time: 03:04:18 PM) Total Marks: 1

The purpose of an external audit is to prepare a list of which of the following?

Select correct option:

Opportunities and weaknesses

Threats and strengths

Opportunities and threats

Strengths and weaknesses

Question # 1 of 15 (Start time: 01:47:11 PM) Total Marks: 1

Which of the following is the greatest advantage of international operations?

Select correct option:

Reduced tariffs and taxes

Access to global business practices

Gaining new customers

Less-intense competition

Question # 2 of 15 (Start time: 01:48:11 PM) Total Marks: 1

"The company is growing but is unable to compete effectively, and needs to determine why the firm's current approach is ineffective." According to Grand strategy matrix, this statement is true for a company falling in which quadrant.

Select correct option:

I

II

III

IV

Question # 3 of 15 (Start time: 01:49:09 PM) Total Marks: 1

The organizations, where resource allocation is not based on strategic-management approach to decision making, which approach is used for resource allocation?

Select correct option:

Financial budget

Relative importance of departments

On political or personal factors

Relative cost of each resources

Question # 4 of 15 (Start time: 01:50:22 PM) Total Marks: 1

Which of the following is one of the Political, Governmental & legal factors?

Select correct option:

Ethical concerns

Traffic congestion

Lobbying activities

Average level of education

Question # 5 of 15 (Start time: 01:50:54 PM) Total Marks: 1

Which of the following statement is TRUE about the establishment of objectives?

Select correct option:

It is a Top-management activity

It is a Centralized activity

It is a Lower-management activity

It is a Decentralized activity

Question # 6 of 15 (Start time: 01:52:23 PM) Total Marks: 1

Smoothies Tire & Rubber Co. is selling its North American tire business to Avinza International, is an example of which type of strategy?

Select correct option:

Related diversification

Retrenchment

Divestiture

Liquidation

Question # 7 of 15 (Start time: 01:53:23 PM) Total Marks: 1

Which of these strategies is effective when the number of suppliers is small and the number of competitors is large?

Select correct option:

Conglomerate diversification

Forward integration

Backward integration

Horizontal diversification

Question # 8 of 15 (Start time: 01:54:20 PM) Total Marks: 1

What is the last stage of three-stage strategy formulation framework?

Select correct option:

Formulation

Decision

Matching

None of the given options

Question # 9 of 15 (Start time: 01:55:26 PM) Total Marks: 1

According to the Grand Strategy Matrix, which strategy is recommended for a firm with rapid market growth and a strong competitive position?

Select correct option:

Market penetration

Conglomerate diversification

Joint venture

Retrenchment

Question # 10 of 15 (Start time: 01:56:39 PM) Total Marks: 1

Which of the following is NOT a part of resource allocation plan?

Select correct option:

Basic allocation decision

Contingency mechanisms

Primary allocation mechanism

None of the given options

Question # 11 of 15 (Start time: 01:57:37 PM) Total Marks: 1

Which matrices are also known as Portfolio matrices?

Select correct option:

SPACE and BCG matrix

IE and BCG matrix

TOWS and IE matrix

SPACE and TOWS matrix

Question # 12 of 15 (Start time: 01:58:44 PM) Total Marks: 1

The total weighted score of IFE matrix developed for XYZ corporation is 3.5. Which of the following statement is TRUE about XYZ Corporation in the light of IFE matrix total weighted score?

Select correct option:

Corporation has strong external position

Corporation has weak internal position

Corporation has strong internal position

Corporation has weak external position

Question # 13 of 15 (Start time: 01:59:49 PM) Total Marks: 1

Which of the following are the guidelines of decision making?

Select correct option:

Laws

Rules

Policies

Goals

Question # 14 of 15 (Start time: 02:00:31 PM) Total Marks: 1

Which of the following is NOT a characteristic of well-constructed goals?

Select correct option:

Address important issues

Easy to remember

Precise and measurable

Challenging but realistic

Question # 15 of 15 (Start time: 02:01:37 PM) Total Marks: 1

When the Chief Executive of a chain of pharmacies decided to sell off or close some of the locations that were not profitable, he was performing which of the management function?

Select correct option:

Leading

Planning

Controlling
Organizing

Question # 1 of 15 (Start time: 02:05:15 PM) Total Marks: 1

What are historical narratives describing the unique accomplishments of a group and its leaders, usually in heroic terms?

Select correct option:

Rites

Sagas

Stories

Myths

Question # 2 of 15 (Start time: 02:06:18 PM) Total Marks: 1

Adding new but unrelated products or services for appealing present customers is known as:

Select correct option:

Forward integration

Backward integration

Conglomerate diversification

Horizontal diversification

Question # 3 of 15 (Start time: 02:07:32 PM) Total Marks: 1

Which of the following is the highest possible weighted score for the organization in IFE matrix?

Select correct option:

1.0

1.5

2.5

4.0

Question # 4 of 15 (Start time: 02:08:39 PM) Total Marks: 1

Different types of consumers are created due to new trends, which in turn require which type of products?

Select correct option:

Different products

Different services

Different strategies
All of the given options

Question # 5 of 15 (Start time: 02:09:56 PM) Total Marks: 1

In the SPACE analysis, what does (+7, -6) coordinates depict?

Select correct option:

- A firm operating in a strong industry with an unstable environment
- A firm operating in a strong industry with a stable environment
- A highly competitive firm operating in an unstable environment
- A financially strong firm operating in an unstable environment**

Question # 6 of 15 (Start time: 02:10:46 PM) Total Marks: 1

Political variables have a significant effect on which one of the following?

Select correct option:

- Formulation and implementation of strategy**
- Formulation and Evaluation of a strategy
- Implementation and evaluation of a strategy
- Formulation, implementation and evaluation of a strategy

Question # 7 of 15 (Start time: 02:11:32 PM) Total Marks: 1

Strategic management is the art and science of formulating, implementing and evaluating cross-functional decisions which is usually done by all of the following EXCEPT:

Select correct option:

- Chairman of the company
- Board of directors

- Chief executive officer
- Marketing officer**

Question # 8 of 15 (Start time: 02:12:29 PM) Total Marks: 1

In which of the following phase of strategic management, annual objectives are especially important?

Select correct option:

- Formulation
- Evaluation
- Implementation**
- Management

Question # 9 of 15 (Start time: 02:13:23 PM) Total Marks: 1

Which marketing function includes test marketing?

Select correct option:

- Selling products/services
- Customer analysis**
- Product/service planning**
- Distributing

Question # 10 of 15 (Start time: 02:14:21 PM) Total Marks: 1

Input stage of strategy-formulation framework includes developing which of the following set of strategies?

Select correct option:

- IFE, EFE and QSPM Matrix
- IFE, IE and BCG Matrix**
- IFE, CPM and EFE Matrix
- EFE, IE and CPM Matrix

Question # 11 of 15 (Start time: 02:14:56 PM) Total Marks: 1

HTML stands for which of the following?

Select correct option:

- Hybrid text markup language
- Hypertext Markup Language**
- Hyper text manufacture language
- Highly technical markup language

Question # 12 of 15 (Start time: 02:16:00 PM) Total Marks: 1

In BCG growth-share matrix, which of the following would be most likely to possess a low market share and a high growth rate?

Select correct option:

Dog
Question mark

Cash cow
Star

Question # 13 of 15 (Start time: 02:16:51 PM) Total Marks: 1

Which group would be classified as a stakeholder?

Select correct option:

Communities
Banks
Suppliers
All of the given options

Question # 14 of 15 (Start time: 02:17:49 PM) Total Marks: 1

Which of the following decisions determine the amount of funds that are retained in a firm compared to the amount paid out to stockholders?

Select correct option:

Financing
Investment
Capital
Dividend

Question # 15 of 15 (Start time: 02:19:15 PM) Total Marks: 1

Which of the following are the guidelines of decision making?

Select correct option:

Laws
Rules
Policies
Goals

Question # 1 of 15 (Start time: 11:44:06 AM) Total Marks: 1

Identify the term that is known as a "mean of providing guidance to actions and procedures, including how resources are to be allocated and how tasks assigned to the organization might be accomplished".

Select correct option:

- Aspirations
- Objectives
- Policies
- Goals

Question # 2 of 15 (Start time: 11:44:37 AM) Total Marks: 1

Which of the following marketing entity is NOT an intermediary?

Select correct option:

- Brokers
- Agents
- Producer
- Vendors

Question # 3 of 15 (Start time: 11:45:13 AM) Total Marks: 1

The external environmental trends and events that could significantly harm an organization in the future may be known as:

Select correct option:

- Strengths
- Weaknesses
- Opportunities
- Threats

Question # 4 of 15 (Start time: 11:46:15 AM) Total Marks: 1

Which of the following is the best example for achieving long-term objectives?

Select correct option:

- Strengths
- Strategies
- Policies

Opportunities

Question # 5 of 15 (Start time: 11:47:12 AM) Total Marks: 1

Which strategic management analytical tool has four quadrants based on two dimensions i.e. competitive position and market growth?

Select correct option:

Internal-External Matrix

SPACE Matrix

Grand Strategy Matrix

QSPM

Question # 6 of 15 (Start time: 11:48:14 AM) Total Marks: 1

What is the first step in the comprehensive strategic-management model?

Select correct option:

Performing external audits

Developing vision and mission statements

Performing internal audits

Measuring and evaluating performance

Question # 8 of 15 (Start time: 11:49:59 AM) Total Marks: 1

Which group would be classified as a stakeholder?

Select correct option:

Communities

Banks

Suppliers

All of the given options

Question # 9 of 15 (Start time: 11:50:42 AM) Total Marks: 1

The last remedy for Quadrant II firm is to follow which strategy?

Select correct option:

Horizontal integration

Market development

Forward integration

Divestiture

Question # 10 of 15 (Start time: 11:51:40 AM) Total Marks: 1

Which of the following period strategic management was considered to be cure for all problems?

Select correct option:

Mid 1950s to mid 1960s

Mid 1960s to mid 1970s

Mid 1970s to mid 1980s

Mid 1980s to mid 1990s

Question # 11 of 15 (Start time: 11:52:32 AM) Total Marks: 1

Choose the economic variable from the list.

Select correct option:

Attitudes toward business

Attitudes toward product quality

Population changes by race

Stock market trends

Question # 12 of 15 (Start time: 11:53:32 AM) Total Marks: 1

Smoothies Tire & Rubber Co. is selling its North American tire business to Avinza International, is an example of which type of strategy?

Select correct option:

Related diversification

Retrenchment

Divestiture

Liquidation

Question # 13 of 15 (Start time: 11:54:37 AM) Total Marks: 1

Ethnic balance is affected due to which of the following?

Select correct option:

Change in ethnic values

Awareness of ethnic norms

Migration of the people towards different areas

Introduction of new laws relating to ethnicity

Question # 14 of 15 (Start time: 11:55:17 AM) Total Marks: 1

Which component of a mission statement addresses the firm's distinctive competence or major competitive advantage?

Select correct option:

Technology

Philosophy

Customers

Self-concept

Question # 15 of 15 (Start time: 11:55:44 AM) Total Marks: 1

All of the following would be considered as opportunities for a business, EXCEPT:

Select correct option:

Removal of international trade barriers

Emergence of unfulfilled customer need

Emergence of substitute products

Loosening of regulations

Question # 1 of 15 (Start time: 01:28:30 PM) Total Marks: 1

A chance for advancement, progress or profit prevailing in external environment of a company is known as:

Select correct option:

Strength

Weakness

Opportunity

Threat

Question # 2 of 15 (Start time: 01:29:30 PM) Total Marks: 1

Which one of the following area can be the weakness of a firm?

Select correct option:

Changing lifestyle

High oil prices

Ineffective Marketing

Increasing pollution

Question # 3 of 15 (Start time: 01:30:36 PM) Total Marks: 1

Choose the economic variable from the list.

Select correct option:

- Attitudes toward business
- Attitudes toward product quality
- Population changes by race
- Stock market trends**

Question # 4 of 15 (Start time: 01:31:41 PM) Total Marks: 1

Which of the following is best identified as being an adaptation of the divisional structure?

Select correct option:

- Vertical Integration
- Strategic business units**
- Joint venture
- None of the given options

Question # 5 of 15 (Start time: 01:32:53 PM) Total Marks: 1

When a division of an organization has a high relative market share and is in a fast-growing industry, it will be categorized as which type in BCG matrix?

Select correct option:

- Star**
- Cash cow
- Question mark
- Dog

Question # 6 of 15 (Start time: 01:33:32 PM) Total Marks: 1

Which of the following is the last step in the development of QSPM?

Select correct option:

- Developing a list of the firm's key external and internal factors
- Determining the Attractiveness Scores for each strategy
- Compute the Sum Total Attractiveness Score**

Assigning weights to each key external and internal factor

Question # 7 of 15 (Start time: 01:34:20 PM) Total Marks: 1

Which of the following refers to a functional support role of an information system?

Select correct option:

"What if...?" questions

What is the capacity of plant?

What do we do?

What if tax rate increases by 10%?

Question # 8 of 15 (Start time: 01:35:28 PM) Total Marks: 1

A & C Corporation currently possesses a low share of its available market. Moreover, this company's portfolio reveals it has extremely low market growth. A & C Corporation is most likely to be classed as which one of the following?

Select correct option:

Dog

Question mark

Star

Cash cow

Question # 9 of 15 (Start time: 01:36:33 PM) Total Marks: 1

To whom a planning horizon of two to five years applies?

Select correct option:

Top management

Middle management

Lower management

All levels

Question # 10 of 15 (Start time: 01:37:39 PM) Total Marks: 1

All of the following are the steps for the development of IE matrix EXCEPT:

Select correct option:

Plot IFE total weighted scores on the x-axis

Plot EFE total weighted scores on the y axis

Determine the region into which the division falls

Determine the quadrant where position vector lies

Question # 11 of 15 (Start time: 01:38:53 PM) Total Marks: 1

Which one of the followings best describes this statement; "The conditions that a company must satisfy in order to be able to enter an industry"?

Select correct option:

Economies of scale

Barriers to entry

Differentiation

Competitive environment

Question # 12 of 15 (Start time: 01:40:01 PM) Total Marks: 1

Which of the following is NOT a component of external environment analysis?

Select correct option:

Customer satisfaction feedback

Global impacts

Legal issues within the industry

Competitive position of rival companies

Question # 12 of 15 (Start time: 01:40:01 PM) Total Marks: 1

Which of the following is NOT a component of external environment analysis?

Select correct option:

Customer satisfaction feedback

Global impacts

Legal issues within the industry

Competitive position of rival companies

Question # 14 of 15 (Start time: 01:41:54 PM) Total Marks: 1

Reasons due to which some firms do "No Strategic Planning" incorporate all of the following EXCEPT:

Select correct option:

Wastage of time

Fire-fighting

Content with success

Privileged reward structures

Question # 15 of 15 (Start time: 01:43:00 PM) Total Marks: 1

Which of the following is NOT an advantage of a functional structure?

Select correct option:

Increased capacity for specialization

Centralized decision making and accountability

Excellent Communication and coordination

Quick access to technical expertise

MGT603 - Strategic Management

Quiz # 03

MEGA FILE

AFAAQ_TARIQ@YAHOO.COM

Solved By Muhammad Afaaq

Start Date Jun 21, 2011 12:00 AM

End Date Jun 23, 2011 11:59 PM

Total Marks 15

Asslam O Alikum

MGT603 - Strategic Management

Quiz # 03

MEGA FILE

AFAAQ_TARIQ@YAHOO.COM

Solved By Muhammad Afaaq

Start Date Jun 21, 2011 12:00 AM

End Date Jun 23, 2011 11:59 PM

Total Marks 15

Remember Me in Your Prayers

Best regard's

Muhammad Afaaq

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If u like me than raise your hand with me
If not then raise ur standard
That's about me ... !

Afaaq